

SEKON-IN-THE-PALMS

On the Gulf of Mexico

PASS-A-GRILLE BEACH, FLORIDA

Pass-A Grille's newest and largest hotel and cottages. American plan (meals included); luxuriously furnished; magnificently situated between Boca Ciega Bay and Gulf of Mexico; 22 miles of superb beaches; warm; sunny; bathing every day of the year direct from room; excellent fishing; bicycling; private fishing pier and dock; 20 minutes to golf and riding. Sekon orchestra plays nightly for Dinner, Concerts and Dancing. Patio, Palm Court. All French Cuisine (one of the finest in America.)

Owner-Management of Ralph Dellevie (also Sekon Lodge, Upper Saranac Lake, N. Y.)

Reservation Office: 630 Fifth Ave., New York.

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